

To: Patrick DeFlorio
President- ASGS

From: Lynn & Bob Ponton
National Office- ASGS

Date: October 14, 2011

RE: National Office Report.

Again, it has been a very rewarding experience working with each and every one of you this year. Since we now have a full year including a Symposium under our belts, we hope to streamline much of the “job” known as the National Office.

Specific items of note since the May 2011 BOD meeting:

- The National Office has assumed the role of member access management to the web. This has enabled us to provide access within minutes of a user change request, new member enrollment or member renewal.
- The full Constant Contact database continues to have 1,000+ email addresses in it. This is not a member-only communication channel. We will (with the 2012 renewals) create a members only list. With each submission, the list can be specified. There have only been minimal submissions from committees. We believe this is seriously underutilized. Full text is appreciated with submissions to convey authors thoughts correctly.
- The National Office is now the full Advertiser liaison, which is well beyond the role stated in the scope of services. All communications, not just those that are financial, are handled at the office.
- Continuing issue: The National Office would like to be the recipient of file copies of documents created by the committees. While many documents exist from past symposiums, we haven't received many since managing the office. When committees create documents, it would be good practice to make sure the national office gets a final copy (electronic would be good) for the files. Often we receive interim creation copies, but we don't always know when it's final.
- Retail items from previous stock were sold at the symposium. All odd inventory has been eliminated.
- The Website application process continues to have shortcomings. Please see that attached statement that was previously submitted to the BOD.
- The not-for-profit form 990 for the IRS has been completed for fiscal year 10-11.

Member Only Resources Login/Password Proposal

Maintenance of the login/password database for Member Only Resources is now in the hands of the National Office. A decision needs to be made regarding the handling of year-end expirations and membership renewals.

If all members are removed from the database on Jan. 1, 2012, the National Office will have to re-input them all and generate new passwords.

In order to reduce that workload, we would like to have a grace period established (perhaps Feb. 1, 2012) that can be stated on the membership renewal notice. On Feb 1, 2012, we could then delete only those that have not yet renewed. Those that have paid dues by then would be able to continue with their current password. As renewals come in, after that, we will add them back to the database and give new passwords.

Financial Notes (from our perspective):

The BB&T Checking and CD's have been closed out. As of this document, the funds from the checking have been received and BB&T tells us the CD's were closed on 10/08/11 (after maturity to avoid penalties) and the check is in the mail. These funds will be placed at M&T Bank in New York. It has been approved to hold those funds in a Business Savings account at over 1%, waiting for interest rates on CD's or other savings options to go higher.

The Invesco Fund (AIM) is held nationally with the Financial Advisor currently at BB&T Investment Services in Reidsville, NC. Pursuant to direction from the Finance Committee, an M&T Financial Advisor can be selected. We don't believe there would actually be movement of funds at that time.

The statement of Fund Balances is attached.

The PayPal account continues to be used by new members and delinquent renewals. We still face the dilemma of being able to accept other dollar amounts than those automatically generated on the website (partial year dues, for example). We continue to move \$500 per month from this account into the checking account. The ASGS needs to pursue the approved credit card as we may have free access to the funds held in PayPal.

The Dolenga family graciously included the ASGS as a beneficiary of gifts from Art's memorial service. To date, \$1,125 has been donated in his name. The family has requested to be a part of the decision-making process as to how these funds are dispersed.

Website Application Process – From the perspective of the National Office

While the online application process has brought younger, more computer literate members to our ranks, there are some issues that need resolving for it to work well.

Young members expect to sign into something, pay something and IMMEDIATELY get something. It is the current way of the world. We need to somehow explain the process a bit before they proceed. They seem unaware of the definitions of the classifications and unaware of the Membership Chair role of actually jurying their membership.

There is also a difference in the information we need regarding new members vs renewal members. The current form leaves many fields optional, which is appropriate for renewals, but requires much follow-up for new members.

The online form depends on the classification you select and then when you go to paypal, it automatically assumes a certain amount of dues to be paid.

Possible solutions:

The form for new members and renewals should be separate. The renewal form could be “behind” the member only login section, keeping new members from using it.

Although the information is present on the website, the new member form should take a potential member through the description of the classifications and the member approval process before they fill anything out.

It was approved to charge by the remaining quarters of a year for new members. The form currently doesn't account for that. Separate forms will be necessary to charge them correctly while charging renewals full year dues. Perhaps some programming will be necessary to determine how much dues to charge.